

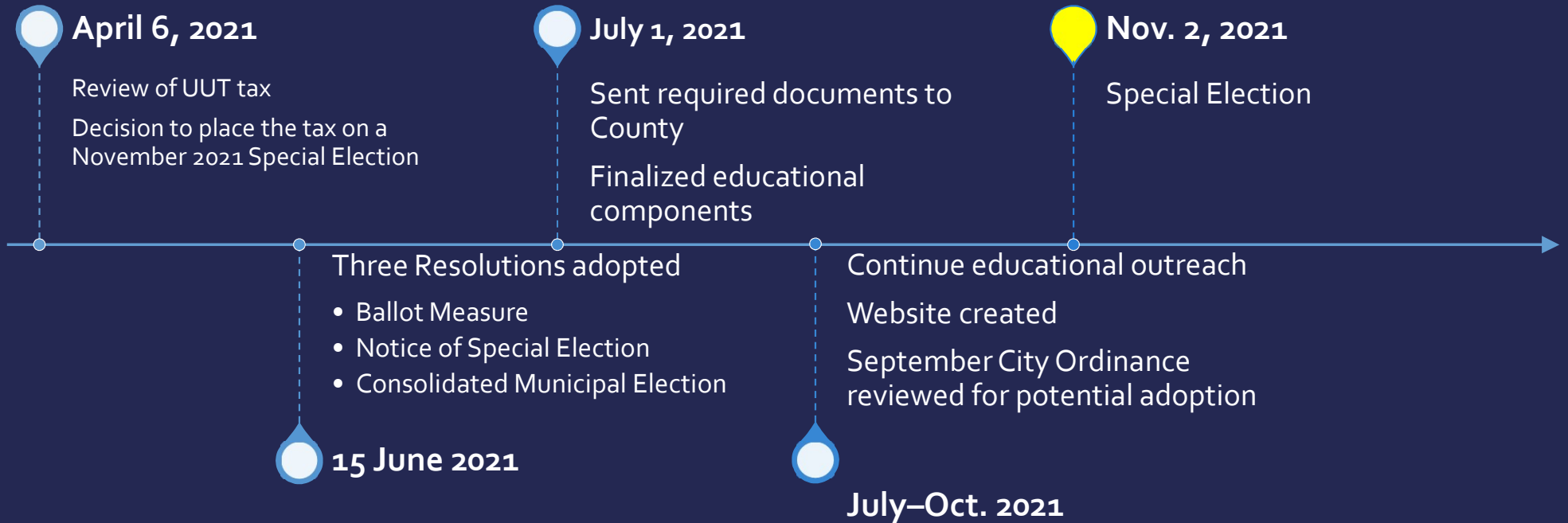


CITY OF BRAWLEY OCTOBER 19, 2021

2021 Utility User Tax Contingency Plan

Utility User Tax Information
Measure U

UTILITY USER TAX TIMELINE



HISTORY OF THE UTILITY USER TAX



First adopted in 1991

- Rate has varied up to 5%
- Currently at 4%
- Renewed 7 times
- Expires on May 31, 2022

Used to fund essential city services

- Police, fire, parks, community facilities, administration, libraries, recreation programs

Annual revenue is \$1,900,000

- 9% of total General Fund revenues
- 17% of General Fund tax revenues

UUT revenue is 100% locally collected and remitted to the City

- Oversight by external independent audits
- Protected from State takeaways
- Locally controlled for City services

HOW DOES BRAWLEY COMPARE TO OTHER AGENCIES?

- Brawley is a full-service city
 - Police, fire, airport, water, waste water, library
- UUT rate for Brawley is 4%
 - There are 162 UUT's in California
 - Other UUT rates range from 1% to 11%
- UUT rate is applied to
 - Water /Wastewater
 - Electricity
 - Gas
 - Cable Television
 - Landline Phone Services
 - Most other agencies also include other Telecommunications
 - Cell phone and internet based services



IF APPROVED, HOW WOULD UTILITY BILLS CHANGE?

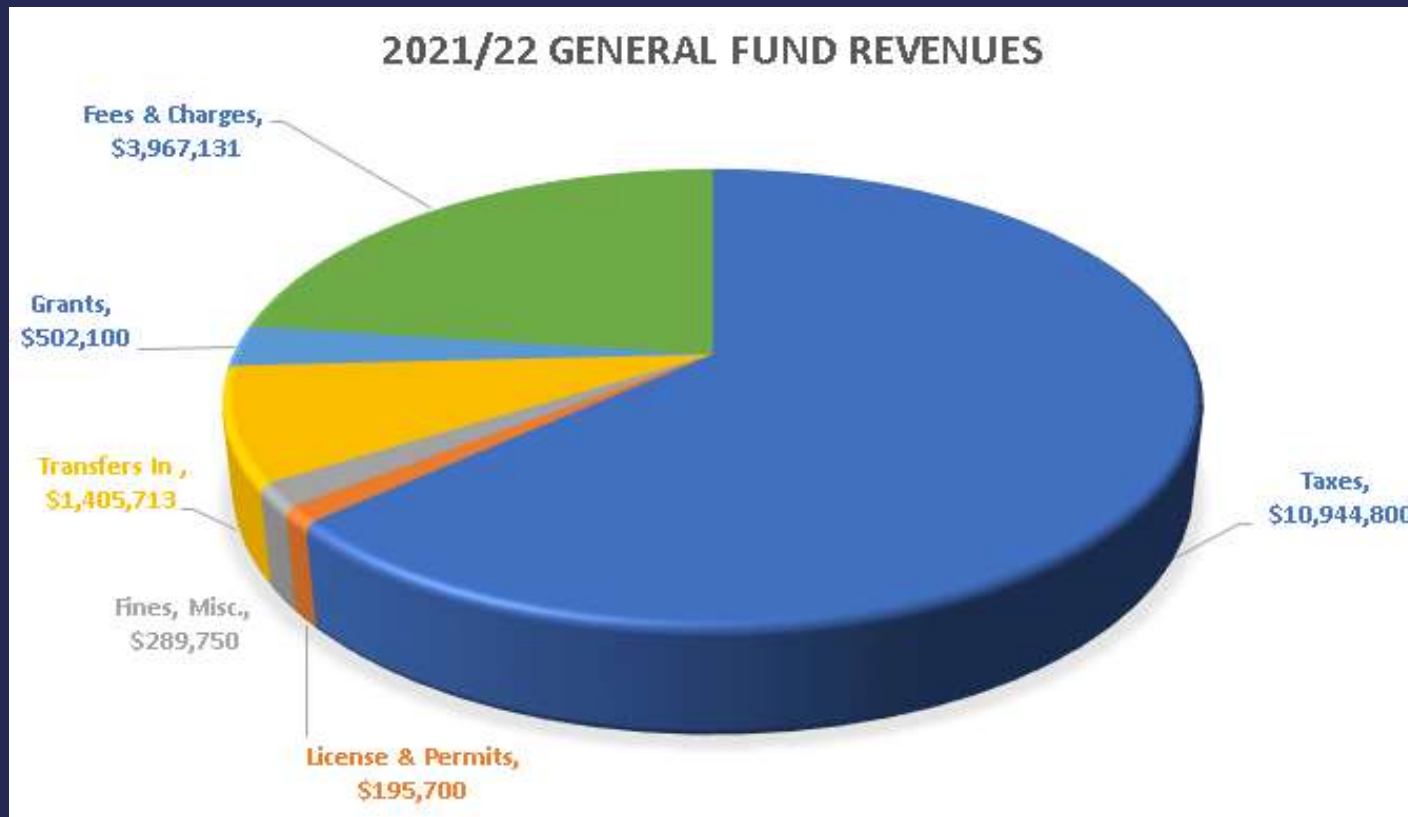
Utility Bill	Change
Electricity	No Change
Water/Wastewater	No Change
Natural Gas	No Change
Trash	No Change
Landline Telephone	No Change
Cable Television	No Change
Cell Phone	4% tax would be added
Streaming Video Services	4% tax would be added

- Measure U is NOT a new tax
- The 4% UUT already exist on most utility services
- The tax would NOT increase, therefore there would be no financial impact on most utility bills
- Modernized services that have been added as alternatives to landline telephones or cable television would be added to the tax over time

CITY SERVICES SUPPORTED BY THE UUT

Enterprise Funds	Water	Wastewater	Airport	Police	Fire
Supported by UUT	Parks	Recreation	Library	Senior Center	Administration
Contract Services	Finance	Information Technology	Human Resources	Planning	Engineering
<i>Brawley is considered a full service City.</i>	Development	Animal Control	Building Maintenance	Trash & Street Sweeping	Public Transportation

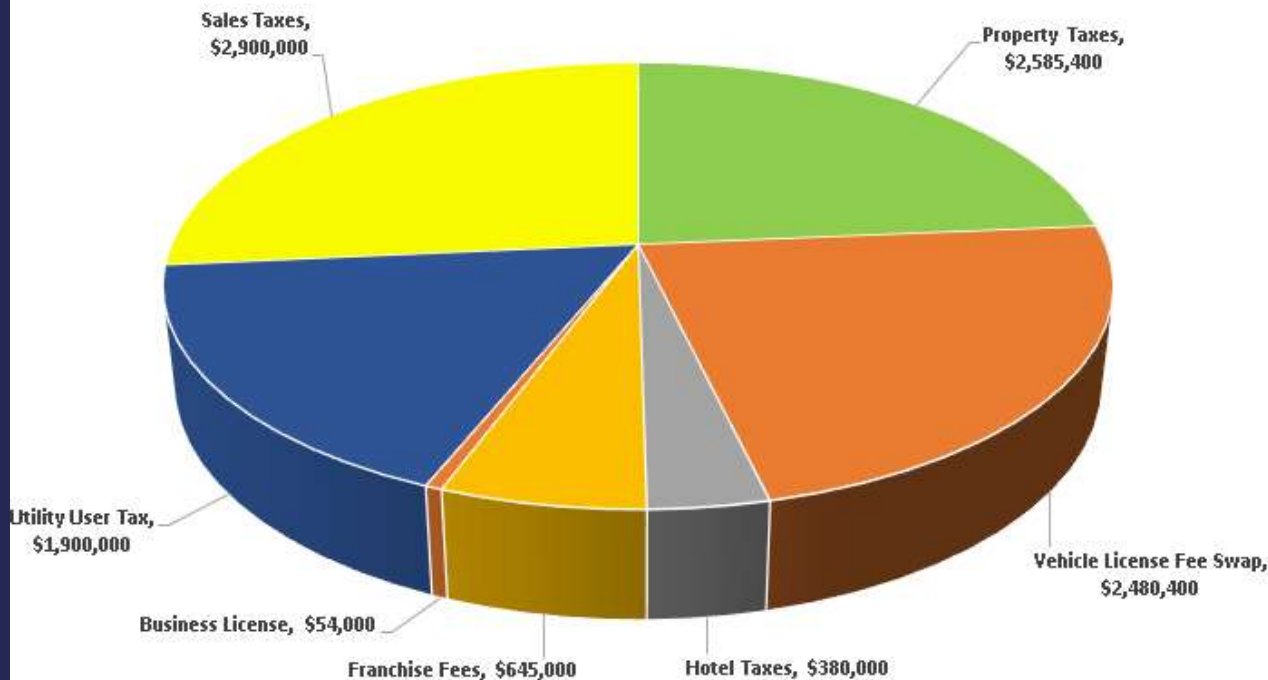
WHERE DOES THE GENERAL FUND REVENUE COME FROM?



A FOCUS ON TAX REVENUES



2021/22 General Fund Tax Revenues



- Sales Taxes
 - Rate 7.75%
 - City retains 1% of the revenue
 - State keeps 6%, Transportation Commissions 0.75%
- Property Taxes
 - City retains 22% or 22 cents for every \$1 paid
 - Schools 59%, County 12%, Special Districts 7%
- Utility User Taxes
 - Rate 4%
 - City retains 100% of the revenue

GENERAL FUND REVENUE REDUCTIONS IF UUT IS NOT APPROVED

UUT Revenue Impact

- \$1,900,000 reduction

2021/22 Current Budget	
Adopted Revenues	\$17,305,194
UUT Reduction	(1,900,000)
Other Revenues	(169,000)
Revised Revenues	\$15,236,194

Other Revenue Impacts

Type of Revenue	Reduction
Swimming Pool Fees	\$5,000
Recreation Registration Fees	7,000
Recreation League Fees	25,000
Interest Income	4,000
Grant Programs	125,000
TOTAL	\$169,000

Total required expense reductions would be \$2,069 000

HOW CAN THE CITY INCREASE REVENUES?



- General taxes are for all city services
 - New/changes to taxes require voter approval
- Grants are not guaranteed
 - Fluctuate in size and availability from year to year
- The city cannot charge more than it costs to provide services or programs
 - Increased fees require a fee study and City Council approval



WHAT DOES A GENERAL UUT TAX PROVIDE OR SUPPORT?

to do list
~~-brainstorm~~
~~-research~~
i. take

TAX

RECREATION & LIONS CENTER



Revenue Collected	Total
Summer Programs	\$3,000
Swimming Pool Fees	5,000
Rents & Royalties	5,000
Recreation Registration	7,000
Recreation League	25,000
Other Revenues	109,177
TOTAL	\$154,177

Operational Expense	Total
Personnel	\$355,078
Operational	253,522
TOTAL	\$608,600



POLICE, DISPATCH & GRAFFITI ABATEMENT SERVICES



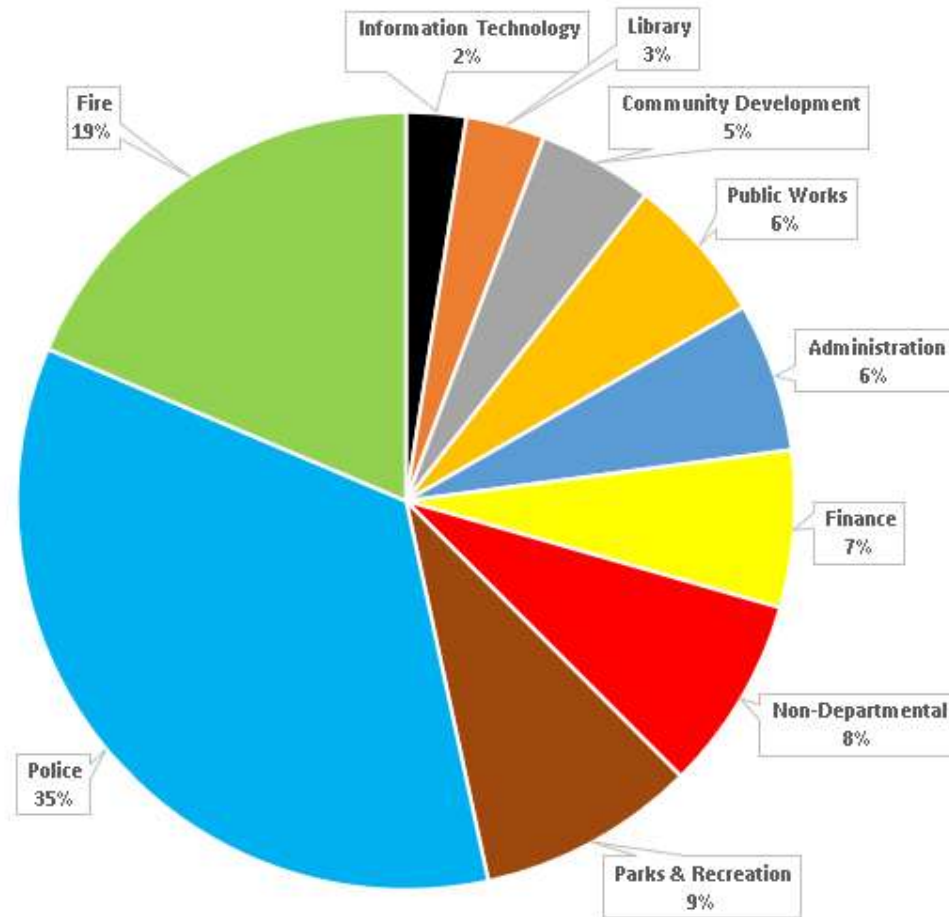
Revenue Collected	Total
School District SRO	\$21,000
HIDTA Grant	47,000
POST Reimbursement	50,000
COPS Hiring Grant	60,000
Dispatch Service Fees	88,500
Other Revenues	100,000
Sales & Use Taxes	160,000
TOTAL	\$526,500

Operational Expense	Total
Personnel	\$4,820,016
Operational	1,191,334
TOTAL	\$6,011,350



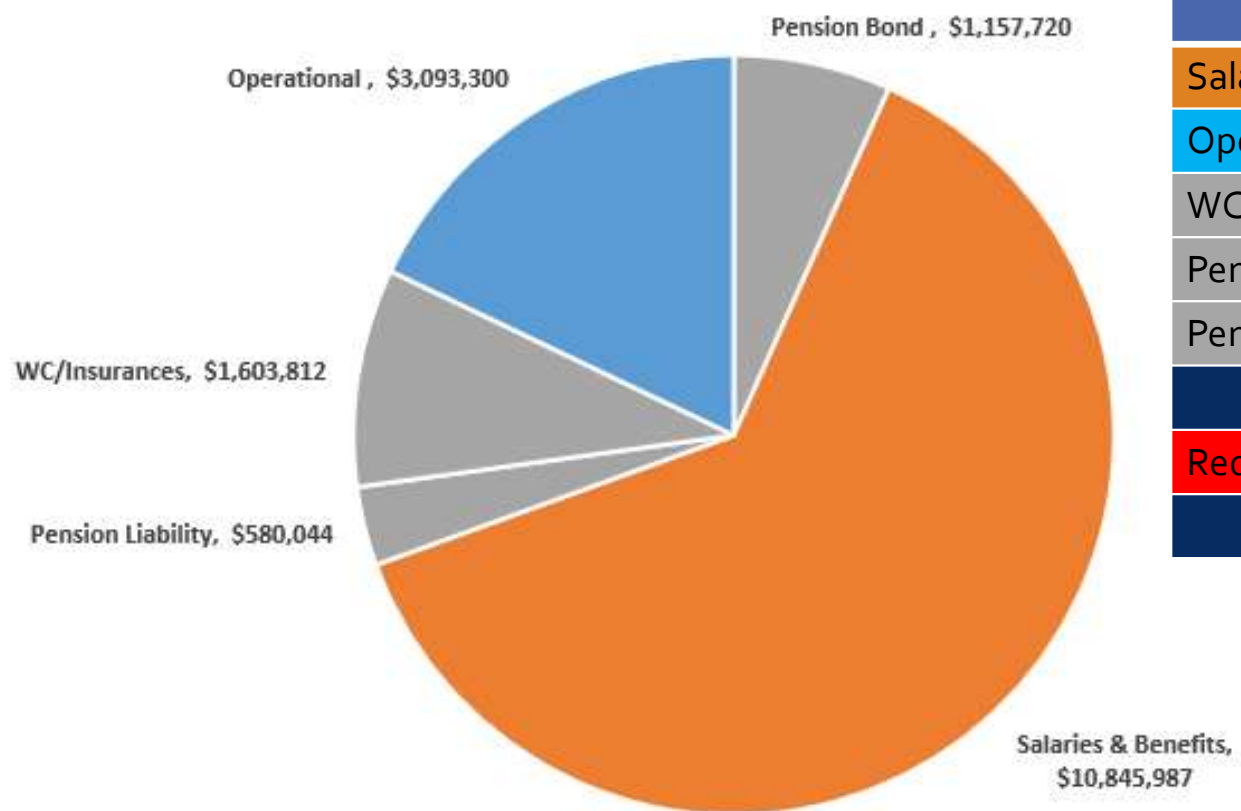
CONTINGENCY PLAN DETAILS





Department	Budget
Police & Graffiti Abatement	\$6,011,350
Fire	3,215,768
Parks & Recreation	1,569,958
Non-Departmental	1,398,253
Finance & Utility Billing	1,127,594
Administration	1,070,273
Public Works	1,061,686
Community Development	828,986
Library	567,140
Information Technology	429,855
TOTAL	\$17,280,863

2021/22 General Fund Expenses



Expense Type	Total	%
Salaries & Benefits	\$10,845,987	63%
Operational	3,093,300	18%
WC & Insurances	1,603,812	9%
Pension Bond	1,157,720	7%
Pension Liability	580,044	3%
TOTAL EXPENSE	\$17,280,863	100%
Reduction Needed	(2,069,000)	(12%)
NEW BUDGET	\$15,211,863	

2021/22 GENERAL FUND EXPENSES

OPERATIONAL REDUCTIONS ACROSS DEPARTMENTS

Expense Category	Amount of Reduction
Contributions & Memberships	\$12,250
Travel and Training	45,400
Fuel	52,500
Janitorial Services	72,400
Other line items	185,612
TOTAL	\$368,162

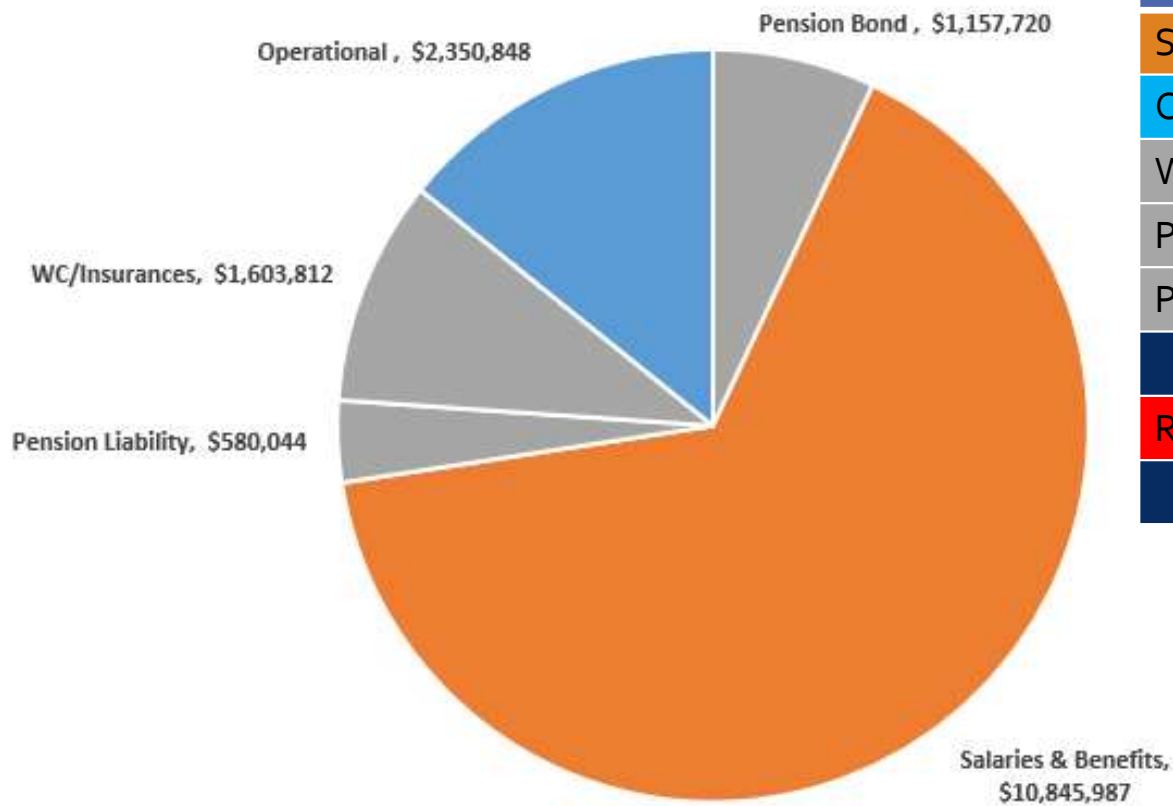
- Untrained staff at a time when State mandates continue to rise
- Career advancement and cross training are minimized
- Professional memberships offer
 - Guidance on new regulations
 - Voting , delegate and board member seats
 - Support to avoid duplicating efforts
 - Examples of best practices, tested programs, and new innovative ideas
 - Discounted training events
 - Recruitment opportunities

ADDITIONAL OPERATIONAL REDUCTIONS

Professional & Technical Services Reduced by \$374,290

- Information Technology
- Legal Services
- Engineering
- Professional recording of Council meetings
- Pest Control
- Consulting Services – sales taxes and UUT

Expense Category	Reduction
Contributions & Memberships	\$12,250
Travel and Training	45,400
Fuel	52,500
Janitorial Services	72,400
Other line items	185,612
Professional & Technical	374,290
TOTAL	\$742,452



Expense Type	Total	%
Salaries & Benefits	\$10,845,987	66%
Operational	2,350,848	14%
WC & Insurances	1,603,812	10%
Pension Bond	1,157,720	7%
Pension Liability	580,044	4%
TOTAL EXPENSE	\$16,538,411	100%
Reduction Needed	(1,326,548)	(8%)
NEW BUDGET	\$15,211,863	

2021/22 GENERAL FUND EXPENSES AMENDED

PERSONNEL REDUCED, ELIMINATED, RECLASSIFIED

- 3 to 6 Full-Time Public Safety Officers - reduced
- Reserve Fire Fighters - eliminated
- 3 Full-Time Fire positions - reclassified
- All Temporary Positions – eliminated
- Nearly all Part-Time Positions - eliminated



Public Safety Impacts

- Increased overtime
- Increased response times
- Respond to life safety calls only
- Difficult to recruit when turnover occurs
- Fire station 2 closure
- Fire inspections deferred

PERSONNEL REDUCED, ELIMINATED, RECLASSIFIED CONTINUED

- 4 Management Positions – eliminated, reclassified
- 8 Full-Time Parks, Programs and Services - reduced
- Nearly all Part-time Positions – eliminated
- All Temporary Positions – eliminated



Service and Program Impacts

- Increased overtime
- Increased response times
- Difficult to recruit when turnover occurs
- Inability to provide all current programs and services
- Closure of public facilities



SEVERELY REDUCED OR ELIMINATED SERVICES

Graffiti
Abatement

Recreational
Programs

Lions Center
Pool

Library

Senior Center

Administration
Building

Building
Inspections

Code
Enforcement

Animal Control

Alyce Gereaux
Splash Pad

Park
Restrooms

Park
Maintenance

Finance

Utility Billing

Literacy
Program

OTHER CONSEQUENCES

- Increase in unemployment claims and costs
- Lowered employee morale
- Additional turnover in staff
- Labor re-negotiations would be required
- Implementation of full-cost recovery to offer city programs
- Inability to volunteer and help neighboring agencies
- Inability to host or attend events when requested

WHAT ARE EMPLOYEES SAYING?

- We already have limited resources
- We are burnt out with limited staffing levels
- We can't keep trying to do more with less
- We want to provide more and new programs but don't have the funding to do so
- Departments help one another to get the job done.
- I proudly serve the City of Brawley
- I grew up in Brawley and want to see it prosper
- My children go to school and play sports in Brawley
- My family is in Brawley



CURRENT MOMENTUM



REPS 4 VETS
2nd ANNUAL VETERANS DAY 5K

Run, Ruck, Walk!
7TH NOVEMBER, 2021
CATTLE CALL ARENA, BRAWLEY CA
FOR SIGN UPS SEE FB: @REPS4VETSIV
INSTA: @REPS4VETS01C3

My Bitty PUMPKIN PATCH
Friday, October 22nd
6:00 pm - 8:00 pm
Lions Center
225 "A" Street
Open to grades K - 6th
*Limited supply of pumpkins, first come, first served!
(For more information: (760) 344-1891)
(Must follow COVID-19 Guidelines)

FREE

Halloween Photo area

Pumpkin Decorating Contest
Grades K-6th
Pick your pumpkin and take it home
Rules: carve, paint, and/or attach accessories to your pumpkin, take a picture, and upload your picture to:
ParksRecDept@brawley-ca.gov by Oct. 27, 2021
Prizes for 1st, 2nd & 3rd place
Winners announced via Facebook on October 28, 2021

TEAM UP to our SPONSORS

Brawley Public Library

Copies/Scan
Computer Access
Books
Tutoring
Adult Programs
Children Programs
Wi-fi

What Services can you find in our library?

For more info call (760)344-1891

CITY OF BRAWLEY PARKS & RECREATION

DJ IN THE PARK

ALYCE GEREAX SPLASHPAD PARK SATURDAY, AUGUST 28 7:00

FREE SHOW GONE, GLOW HEADBAND & BUBBLE MAND TO THE FIRST 100 CHILDREN

FOOD & REFRESHMENT VENDORS

Thank You IID

\$2,000
Summer Water Activities Grant

City of Brawley Parks & Recreation

Alyce Gereaux Splash Pad
Located at Adler & Eastern St.
OPENS SATURDAY, MAY 29, 2021
HOURS: 10 AM - 6 PM
NO FOOD OR DRINK ALLOWED IN THE PARK
PLEASE FOLLOW ALL HEALTH AND SAFETY GUIDELINES DURING THE PARK

AMERICAN RED CROSS

LIFEGUARD COURSE

AT THE LIONS CENTER POOL, 225 "A" St., Brawley

Must be 15 years of age
Fee: \$100.00 - new
\$ 75.00 - re certifications

Course dates:
Thurs., May 6: 1pm-6pm
Fri., May 7: 1pm-6pm
Sat., May 8: 10:45 am - 4pm
Fri., May 14: 10 am
Sat., May 15: 10:45 am to 4 pm
Must attend all scheduled times

To register, call Nikie Lopez 760-554-7818

2021 BRAWLEY COMMUNITY CLEANUP DAY

MASK REQUIRED

City of Brawley Parks & Recreation UPCOMING EVENTS

PUBLIC SWIM
Grades 1st - 8th
Monday - Friday
10:00 a.m. - 3:00 p.m.
*Children must bring a lunch!
Fee: \$75 \$875 NR

SUMMER DAY CAMP
Grades 1st - 8th
Monday - Friday
10:00 a.m. - 3:00 p.m.
*Children must bring a lunch!
Fee: \$75 \$875 NR

MINI CAMP
Ages 4-5
Session 1: Monday & Wednesday
10:00a.m. - 3:00 p.m.
Session 2: Tuesday & Thursday
10:00a.m. - 3:00 p.m.
*Children may sign up for one session
only-Children must bring a lunch
Fee: \$50 \$875 NR

SWIM LESSONS FOR CHILDREN
Ages 4-11
Monday - Thursday
Beginners 9:30 am - 10:15 a.m.
Advanced 10:30 am - 11:15 a.m.
Four sessions will be offered
Children may only sign up for one session
Fee: \$ 30 \$875 NR

ADULT LAP SWIM
PRE-SUMMER HOURS
8:00 a.m. to 7:00 a.m.
8:00 p.m. - 9:30 p.m.
SUMMER HOURS
11:45 a.m. - 1:45 p.m. &
5:30 p.m. - 6:45 p.m.
Lions Center Pool
Passes required
\$ 20 per month \$ 50 for 3 months

FAMILY SWIM
An adult 18 & over must accompany the child
Monday & Wednesday
8:00 p.m. - 9:30 p.m.
Tuesday, Thursday & Friday
7:00 p.m. - 9:00 p.m.
\$0.50 for children & \$1.00 for adults

AQUA ZIMBA WITH ELISE
Monday & Wednesday
6:45 p.m. - 7:45 p.m.
Pre-registration is required for the class.
Ages 18 & over
Fee: \$ 30 per month
NO DROP INS!

Zumba with Jackie
Tuesday & Thursday
6:00 p.m. - 7:00 p.m.
Pre-registration is required for this class
ages 18 and over
Fee: \$ 30 per month
NO DROP INS!

Event Registration:
Registration at the Lions Center Office 225 A St., starting Tuesday, June 1, 2021 Registration is on a first come, first serve basis. A waiting list will be made if program is full.
SPACE IS LIMITED DUE TO COVID-19 RESTRICTIONS For more info: (760) 344-5675
Please remember to: Wear a Mask, Maintain Distance, Wash Your Hands, and Stay home if you are feeling ill.

A DIFFICULT CLIMB TO RECOVERY



- Impacts will be real and start quickly
- Evaluate additional efficiencies or outsourcing
- Create a community Finance Committee
- Explore other tax revenue opportunities
 - Transaction and Use Sales Tax
 - Cannabis Tax
 - Hotel Tax Increase
 - Business License Fee Increase
- Implement full cost recovery of services
- Temporarily use some reserves to postpone further reductions



QUESTIONS, COMMENTS, CONCERNS

For more information on this presentation or the Utility User Tax ballot Measure U
contact 760-344-8941 or kromero@brawley-ca.gov